<u>IN THE CLAIMS</u>

Please amend the claims as follows:

Claim 1 (Currently Amended): A content information processing apparatus comprising:

first storage means for storing first content information [[of]] <u>indicating</u> content <u>that is</u> to be screened for a user at a real place and content supplier information [[of]] <u>identifying</u> a content supplier that supplies the content for screening at the real place;

viewing information processing means for specifying second content information [[of]] <u>indicating that</u> the content <u>is</u> distributed to a terminal of the user via a network, the terminal <u>being</u> configured to allow the user to view the content;

viewing history storage means for storing viewing history information including at least the second content information [[of]] <u>and indicating a history of the user viewing</u> the content <s>distributed to</s> <u>on</u> the terminal of the user; and

incentive means for extracting the second content information of the content distributed to the terminal of the user from the viewing history information, specifying that the content supplier is associated with the extracted second content information of the content distributed to the terminal of the user, and calculating a payment to the content supplier that supplies the content for screening at the real place based on the viewing history information including the second content information [[of]] <u>and indicating the history of the user viewing</u> the content <s>distributed to</s> <u>on</u> the terminal of the user and <u>based on</u> the first content information of the content to be screened for the user at the real place.

Claim 2 (Previously Presented): The content information processing apparatus according to Claim 1, further comprising distribution means for distributing the content to the terminal of the user.

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Claim 3 (Previously Presented): The content information processing apparatus

according to Claim 1, further comprising a network interface configured to connect via a

communication network to a content distribution terminal for distributing the content to the

terminal of the user over the communication network, and the viewing information

processing means receives the viewing history information of the content from the terminal

of the user.

Claim 4 (Previously Presented): The content information processing apparatus

according to Claim 1, further comprising:

second storage means for storing identification information regarding the user and

user assigned-area information indicating an area associated with the user;

the first storage means further stores supplier assigned-area information indicating an

area associated with the content supplier that supplies the content for screening; and

the incentive means calculates the payment to the content supplier that supplies the

content for screening based on the stored user assigned-area information and the stored

supplier assigned-area information.

Claim 5 (Previously Presented): The content information processing apparatus

according to Claim 1, further comprising:

registration means for accepting registration of a user assigned-area information

indicating an area associated with the user to store the user assigned-area information in the

second storage means.

Claim 6 (Previously Presented): The content information processing apparatus according to Claim 1, wherein

the viewing information processing means provides the viewing history information to the content supplier.

Claim 7 (Previously Presented): The content information processing apparatus according to Claim 1, wherein

with reference to the first storage means, the viewing information processing means provides the terminal of the user with information regarding a plurality of content suppliers registered in association with the content distributed to the terminal of the user and accepts the content supplier information of the content supplier as a desired content supplier selected from among the plurality of content suppliers by the user, and

the incentive means gives, as an incentive, the payment to the desired content supplier.

Claim 8 (Previously Presented): The content information processing apparatus according to Claim 7, wherein

the first storage means further stores advertising information of each of the plurality of content suppliers, and

when providing the terminal of the user with the information regarding the plurality of content suppliers, the viewing information processing means provides the user with the advertising information of the content suppliers stored in the first storage means.

Claim 9 (Previously Presented): The content information processing apparatus according to Claim 1, further comprising:

user information storage means for storing a relationship of the user to the content supplier; and

the incentive means calculates the payment to the content supplier based on the stored relationship of the user to the content supplier in the user information storage means.

Claim 10 (Previously Presented): The content information processing apparatus according to Claim 1, wherein

the incentive means collects a charge from the user having the terminal that has received the distribution of the content and gives the calculated payment, calculated from the collected charge at a predetermined rate, as an incentive to the content supplier.

Claim 11 (Previously Presented): The content information processing apparatus according to Claim 1, wherein

the content includes a video content to be screened at the real place;

the content supplier includes an operator of a theater or a video content distributor; and

the real place includes the theater.

Claim 12 (Currently Amended): A content information processing system including a distribution apparatus for distributing a content to a terminal of a user via a network and a server for processing information related to the content distributed by the distribution apparatus, the server comprising:

first storage means for storing first content information [[of]] indicating the content

that is to be screened for the user at a real place and content supplier information [[of]]

identifying a content supplier that supplies the content for screening at the real place;

viewing information processing means for specifying second content information

[[of]] indicating that the content is distributed from the distribution apparatus to the terminal

of the user, the terminal being configured to allow the user to view the content;

viewing history storage means for storing viewing history information including at

least the second content information [[of]] and indicating a history of the user viewing the

content distributed to on the terminal of the user; and

incentive means for extracting the second content information of the content

distributed to the terminal of the user from the viewing history information, specifying that

the content supplier is associated with the extracted second content information of the content

distributed to the terminal of the user, and calculating a payment to the content supplier that

supplies the content for screening at the real place based on the viewing history information

including the second content information [[of]] and indicating the history of the user viewing

the content distributed to on the terminal of the user and based on the first content

information of the content to be screened for the user at the real place.

Claim 13 (Currently Amended): A content information processing method executed

by a computer, the method comprising:

storing first content information [[of]] indicating content that is to be screened for a

user at a real place and content supplier information [[of]] identifying a content supplier that

supplies the content for screening at the real place;

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specifying second content information [[of]] indicating that the content is distributed

to a terminal of the user via a network, the terminal being configured to allow the user to

view the content;

storing viewing history information including at least the second content information

[[of]] and indicating a history of the user viewing the content distributed to on the terminal of

the user;

extracting the second content information of the content distributed to the terminal of

the user from the viewing history information;

specifying that the content supplier is associated with the extracted second content

information of the content distributed to the terminal of the user; and

calculating, by the computer, a payment to the content supplier that supplies the

content for screening at the real place based on the viewing history information including the

second content information [[of]] and indicating the history of the user viewing the content

distributed to on the terminal of the user and based on the first content information of the

content to be screened for the user at the real place.

Claim 14 (Canceled).

Claim 15 (Currently Amended): A computer-readable medium including computer

executable instructions, wherein the instructions, when executed by a computer, cause the

computer to perform a method comprising:

storing first content information [[of]] indicating content that is to be screened for a

user at a real place and content supplier information [[of]] identifying a content supplier that

supplies the content for screening at the real place;

specifying second content information [[of]] indicating that the content is distributed

to a terminal of the user via a network, the terminal being configured to allow the user to

view the content;

storing viewing history information including at least the second content information

[[of]] and indicating a history of the user viewing the content distributed to on the terminal of

the user;

extracting the second content information of the content distributed to the terminal of

the user from the viewing history information;

specifying that the content supplier is associated with the extracted second content

information of the content distributed to the terminal of the user; and

calculating a payment to the content supplier that supplies the content for screening at

the real place based on the viewing history information including the second content

information [[of]] and indicating the history of the user viewing the content distributed to on

the terminal of the user and based on the first content viewing history information of the

content to be screened for the use at the real place.

Claim 16 (Currently Amended): A content information processing apparatus

comprising:

a first storage device configured to store first content information regarding content to

be screened for a user at a real place, and content supplier information regarding a content

supplier that supplies the content for screening at the real place;

a viewing information processor unit configured to specify second content

information of the content distributed to a terminal of the user via a network, the terminal

configured to allow the user to view the content;

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a viewing history storage device configured to store viewing history information

including at least the second content information [[of]] and indicating a history of the user

viewing the content distributed to on the terminal of the user; and

an incentive processing unit configured to extract the second content information of

the content distributed to the terminal of the user from the viewing history information,

specify that the content supplier is associated with the extracted second content information,

and calculate a payment to the content supplier that supplies the content for screening based

on the viewing history information including the second content information regarding and

indicating the history of the user viewing the content distributed to on the terminal of the user

and based on the first content information of the content to be screened for the user at the real

place.

Claim 17 (Previously Presented): The content information processing apparatus

according to Claim 1, wherein

the viewing history information includes a number of times the user views the content

using the terminal of the user, and

the incentive means calculates the payment to the content supplier based on the

viewing history information including the number of times the user views the content using

the terminal of the user.

Claim 18 (Previously Presented): The content information processing apparatus

according to Claim 1, further comprising:

second incentive means for calculating a second payment to another content supplier

that supplies the content to be screened at a second real place.

Claim 19 (Previously Presented): The content information processing apparatus according to Claim 18, wherein the second incentive means calculates the payment to the another content supplier based on attendance at the real place, attendance at the second real place, and a number of screening days.